

Channel One Cup - Round-Robin - Kazakhstan vs Belarus

DATE: Thursday, December 11, 2025
LOCATION: Novosibirsk, Novosibirskaya oblast', RU

Event Description

Channel One Cup - Round-Robin - Kazakhstan vs Belarus is a premier sports event in Novosibirsk. This event attracts visitors from around the world and significantly impacts local hotel demand, creating opportunities for strategic revenue management and guest experience optimization.

Key Information

Category: sports

Importance Rank: 69/100

Expected Attendance: 8,564 people

Event ID: 4N3wzPfCEiecf4ck2J

Hotel Demand Indicators

ADR Impact Index: 7.4x baseline (varies by property tier & location)

Occupancy Impact: +61 percentage points over baseline

Booking Lead Time: Demand begins 60 days before event

Impact Radius: 15km from venue

Estimated Room Nights: 3,426 across all properties

Note: Actual impact varies by property location, star rating, and local market conditions.